

SELLING THE COMPENSATION

Example #1: *“Their commission structure is more competitive than most I’ve seen in my years of recruiting in this space. However, I want to hold off on that part of the conversation, because in my opinion it needs to be the icing on the cake – not the cake itself. Let me share with you their story – why they are hiring for this role, where the company is going, and what that would mean for you. If all that is intriguing, then we can talk commission – which in my opinion, is the icing.”*

Example #2: *“I certainly understand that compensation is one of the important factors to consider when considering (Company Name), and I can share with you the hourly rate they will be paying for this opportunity. However, what I’m assuming is also important is knowing the long term advancement, meeting the people you’d actually be working with, and getting a feel for the culture of the company. Would you say that is accurate? Let’s back up and discuss those first – because if those factors don’t offer you a significant opportunity above and beyond where you are right now, there’s no point in even talking about compensation.”*

Example #3: *“In terms of compensation, they have an aggressive plan that not only attracts them the top (titles) in the (Industry), but retains them for the long term. The average tenure of their (senior titles) is (# of years) with the organization. What is important for you to recognize is that if we even get to the point of an offer stage, (Manager’s Name) is going to look at your current compensation, your level of experience relative to others in their organization, the contribution that you could make to their department, their desire to bring you on board, possibly cost of living factors, and your overall fit with the firm – they are going to look at all of those components and structure a customized offer around your personal and unique situation. What I can also share with you, from my experience, is that it’s not the (titles) with the best resumes that get the best offers – it’s the people who interview the best. I commit I will walk with you through this process until you want to stop walking or you want to walk thru the door of (Company Name) and make sure you are positioned competitively at each step along the way.”*

Example #4: *“They have a very solid compensation structure that pays for new business and for renewals alike. This will allow you to grow a book of business and then be handsomely rewarded for maintaining that business as well. Additionally, this company encourages their producers to develop and mentor other new producers and then pays the producer for the mentoring for the entire time the person works at the company. Imagine being able to profit for mentoring others in your office. They also pay handsomely on cross sales which encourages the sales force to work together to land accounts. They also have an excellent back office with tenured account staff and are open to adding whatever talent you might need to ensure your success. The bottom line is that not only will your percentage of the ‘pie’ be larger, but the opportunity for your entire ‘pie’ to scale considerably is why this is an opportunity to consider.”*